

Message Text

LIMITED OFFICIAL USE

PAGE 01 CALCUT 01358 310254Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 CIAE-00 DODE-00 INR-10
NSAE-00 PA-01 ICA-11 SP-02 SS-15 NSC-05 /067 W
-----021150 310255Z /75/10
R 281015Z JUL 78
FM AMCONSUL CALCUTTA
TO SECSTATE WASHDC 6776
AMEMBASSY NEW DELHI
INFO AMEMBASSY LONDON

LIMITED OFFICIAL USE CALCUTTA 1358

C O R R E C T E D C O P Y (MISSING TEXT, PARA 3)

NEW DELHI WASHINGTON AND LONDON ALSO FOR USICA

E.O. 11652: NA
TAGS: SOPN IN
SUBJECT: ANANDA BAZAR FAMILY OF PUBLICATIONS CHOSE A
WASHINGTON CORRESPONDENT

1. AVIK SARKAR, 33, ELDEST SON OF PUBLISHER A.K. SARKAR,
AND NOW THE DOMINANT FIGURE IN THE INFLUENTIAL PROPEROUS
AND GROWING ANANDA BAZAR FAMILY OF ENGLISH AND VERNACULAR
PUBLICATIONS (TOTAL CIRCULATION ABOUT 350,000 IN DAILIES
AND 230,000 IN WEEKLIES), TOLD US THAT HE HAS FILLED
A MAJOR GAP IN HIS ORGANIZATION BY HIRING A CORRESPONDENT
ON U.S. AFFAIRS. AFTER NARROWING THE FIELD TO LEWIS
SIMONS OF THE WASHINGTON POST, AND SIMON WINCHESTER, WHO
UNTIL RECENTLY WAS THE NEW DELHI CORRESPONDENT OF THE
MANCHESTER GUARDIAN, SARKAR SAID, HE HAD CHOSEN WINCHESTER
TO BE THE WASHINGTON-BASED REPORTER FOR ALL THE PUBLICATIONS
IN THE ANANDA GROUP. WE UNDERSTAND THAT WINCHESTER
IS GOING TO WASHINGTON AS THE CORRESPONDENT OF
THE DAILY MAIL OF LONDON, AND THAT HIS WORK FOR
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 CALCUT 01358 310254Z

ANANDA WILL BE SUBSTANTIAL, BUT NOT A FULL-TIME
ASSIGNMENT. SARKAR SAID THAT HE WILL BE PAYING
HIS U.S. CORRESPONDENT \$1,200 A MONTH, AND WILL
BE EXPECTING TO RECEIVE FAST-BREAKING HARD NEWS,
AS WELL AS ANALYTICAL AND BACKGROUND PIECES, BOTH
CNVERING THE FULL RANGE FROM POLITICS TO POPULAR
PREOCCUPATIONS, " SUCH AS FARRAH FAWCETT-MAJORS".

2. THIS IS A DEVELOPMENT OF SOME SIGNIFICANCE. THE 57-YEARD DAILY ANANDA BAZAR PATRIKA IS THE MORE COHERENT AND PROFESSIONAL OF THIS CITY'S TWO LARGE-CIRCULATION BENGALI PAPERS. IT LAYS FAIR CLAIM TO BEING THE LARGEST-CIRCULATION VERNACULAR DAILY IN INDIA, AND IS WITHOUT QUESTION, THE SINGLE MOST WIDELY READ PAPER IN EASTERN INDIA. IT IS NOW THE CENTERPIECE OF A GROWING PUBLISHING ENTERPRISE THAT ALSO PUTS OUT THE MAJOR BENGALI LITERARY MAGAZINE (DESH), TWO ENGLISH LANGUAGE DAILIES (BUSINESS STANDARD AND HINDUSTAN TIMES), A HINI WEEKLY (RAVIVAR), A POPULAR NEW ENGLISH WEEKLY NOW WITH A NATIONAL CIRCULATION OF 100,000 AND RISING, (SUNDAY), SPECIALIZED MAGAZINES (SPORTS, CHILDREN'S AGRICULTURAL, FILM STARS). THE FILM WILL SOOM BE INAUGURATING A "SERIOUS" PRESTIGE MAGAZINE IN THE VEIN OF FRANCE'S "REALITIES", WHICH WILL BE KNOWN AS "NEW DELHI". UNDER AVIK SARKAR, THE ANANDA GROUP IS DRIVING HARD FOR A NATIONAL RATHER THAN A REGIONAL POSITION, AND FOR SOCIAL AND POLITICAL INFLUENCE AS WELL AS FINANCIAL SUCCESS.

3. AVIK SARKAR STRIKES US AS AN INTENSE, POWER-ORIENTED, CAPABLE AND HIGHLY NATIONLIST INDIVIDUAL. THE LATTER QUALITY IN HIM ALMOST BORDERS AT TIMES ON HINDU LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 CALCUT 01358 310254Z

COMMUNAL OUTLOOK, AND XNEOPOBIA, BUT IT DOES NOT NECESSARILY PREVADE HIS PUBLICATIONS, SINCE ONE OF THE KEYS TO SARKAR'S SUCCESS IS THE LONG REIN HE GIVES TO A LARGE TALENTED, AND BY INDIAN STANDARDS WELL-PAID, COLLECTION OF WRITERS. HE IS THROUGHLY MODERN AND COSMOPLITAN INDIVIDUAL IN STYLE AND TAKES A PARTICULAR INTREST IN THE UNITED STATES AND AMERICAN LIFE, WHICH HE CLEARLY REGARDS AS SETTING TRENDS WHICH HAVE GREAT INFLUENCE THROUGHOUT THE WORLD, INCLUDING IN INDIA.

4. SARKAR WILL BE ATTENDING THE COMMONWEALTH PRESS UNION MEETING IN TORONTO SEPTEMBER 15-18, AND MAY BE IN THE U.S. FROM SEPTEMBER 22-30. SEPARATE TELEGRAM ON THIS SUBJECT FOLLOWS.

5. BY WAY OF CONTEXT, THE OTHER REPORTERS FILING MORE OR LESS REGULAR TO CALCUTTA FROM THE U.S. ARE WARREN UNNA, FORMERLY OF THE WASHINGTON POST, WHO WRITES FOR THE ELITE, BUT SIZEABLE CIRCULATION "STATESMAN" (ENGLISH LANGUAGE, PUBLISHED IN NEW DELHI AS WELL AS CALCUTTA), AND J.K. BANERJEE, WHO PROVIDES

GENERALLY HOSTILE AND LOW-GRADE MATERIAL TO THE
SOMEWHAT HELTER-SKELTER AMRITA PAPERS. (BANERJEE WAS
DROPPED EARLIER AS AN ANNANDA CONTRIBUTOR ON THE PERSONAL
DECISION OF SARKAR FOR "FILING EDITORIALS INSTEAD OF COPY").

6. USICA CALCUTTA HAS CONTRIBUTED TO THIS MESSAGE
AND CLEARED IT.
PERKINS

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PUBLICATIONS, PERSONNEL ASSIGNMENTS, JOURNALISTS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CALCUT01358
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780351-0615, D780311-0854
Format: TEL
From: CALCUTTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780711/aaaaaitf.tel
Line Count: 124
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d576566b-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1858905
Secure: OPEN
Status: NATIVE
Subject: ANANDA BAZAR FAMILY OF PUBLICATIONS CHOSAS A WASHINGTON CORRESPONDENT
TAGS: SOPN, IN, US
To: STATE NEW DELHI
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d576566b-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014